



Station Order Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

12056

Contact: Dianne Downey
Email: dianne.downey@abc4.com

Phone: 801-975-4444
Fax: 801-975-4555
Direct: 801-975-4555

KTVX-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 01	Tue Oct 02	Wed Oct 03	Thu Oct 04	Fri Oct 05	Sat Oct 06	Sun Oct 07	Total
KTVX 6a News	EM	M-F	30	\$95.00	1	1	1	1	1			5
6:00 AM 6:30 AM				\$475.00								
KTVX 6:30a News	EM	M-F	30	\$130.00	1	1	1	1	1			5
6:30 AM 7:00 AM				\$650.00								
Good Morn America	EM	M-F	30	\$140.00	1	1	1	1	1			5
7:00 AM 9:00 AM				\$700.00								
The Doctors	DT	M-F	30	\$125.00		1						1
9:00 AM 10:00 AM				\$125.00								
The View	DT	M-F	30	\$150.00				1				1
11:00 AM 12:00 PM				\$150.00								
Anderson Cooper	DT	M-F	30	\$100.00					1			1
2:00 PM 3:00 PM				\$100.00								
Ellen	EF	M-F	30	\$250.00	1	1	1	1	1			5
3:00 PM 4:00 PM				\$1,250.00								
KTVX 4p News	EN	M-F	30	\$165.00	1	1	1	1	1			5
4:00 PM 4:30 PM				\$825.00								
KTVX 4:30p News	EN	M-F	30	\$165.00	1	1	1	1	1			5
4:30 PM 5:00 PM				\$825.00								
KTVX 5p News	EN	M-F	30	\$165.00	1	1	1	1	1			5
5:00 PM 5:30 PM				\$825.00								
KTVX 6p News	EN	M-F	30	\$200.00	1	1	1	1	1			5
6:00 PM 6:30 PM				\$1,000.00								
Saturday 5p News	EN	Sa	30	\$175.00						1		1
5:00 PM 5:30 PM				\$175.00								

Suzanne Collins
Media Strategies and Research
1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 12:36:41 PM

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Page 1 of 2

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					Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Sunday 5p News	EN	Su	30	\$175.00							1	1
5:00 PM 5:30 PM				\$175.00								
Two & Half Men	PA	M-F	30	\$400.00			1					1
6:30 PM 7:00 PM				\$400.00								
Dancing With Star	PT	M	30	\$2,900.00	1							1
7:00 PM 8:30 PM				\$2,900.00								
KTVX 10p News	LN	M-F	30	\$400.00	2	1	1	1	1			6
10:00 PM 10:35 PM				\$2,400.00								
Saturday 10p News	LN	Sa	30	\$325.00						1		1
10:00 PM 10:30 PM				\$325.00								
Sunday 10p News	LN	Su	30	\$500.00							1	1
10:00 PM 10:30 PM				\$500.00								
Nightline	LF	M-F	30	\$200.00		1			1			2
10:35 PM 11:05 PM				\$400.00								
Station Gross Totals				\$14,200.00	11	11	10	10	11	2	2	57

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Page 2 of 2

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